LEO BURNETT COMPANY, Inc.
Ad No. 2480—Donahue Roping—Req. No. 80674—1 Page—4/C—9½ x 12½ in.—N.Y. Times Spectacular, November 15, 1971 (B)
Printed in U.S.A.

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Marlboro Red
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Kings: 20 mg."tar," 1.3 mg. nicotine—100's: 22 mg."tar," 1.5 mg. nicotine av. per cigarette, FTC Report Nov. '70

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